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## Press Release

**Swiss company brings revolutionary integration approach to UK market**

# **No code! First ESB based on UML Virtual Machine for 100% Model Driven Integration**

**Basel (Switzerland), November 8, 2006. E2E Technologies Ltd, the world's first company to offer software for fully Model Driven Integration (MDI), has now opened its UK branch office in Beaconsfield near London. The Swiss company enjoys strong demand for its revolutionary approach to Service Oriented Architecture (SOA) development. This approach is based on E2E's unique Enterprise Service Bus (ESB), which builds on a high performance virtual machine for the Unified Modeling Language (UML): the E2E Bridge. CEO Serge Gansner: "With a team of experienced sales and technology experts from the integration sector, E2E brings a best-in-class solution to the UK market."**

As part of its new UK operation, E2E has brought on board a seasoned team of entrepreneurial managers, with many years of experience in the areas of IT integration, migration and consolidation. Gary Baverstock is Vice President UK and is responsible for all commercial operations, including both Direct and Indirect Sales. Shaun Conn is Technical Director UK and is responsible for Consulting, Implementation and Best Practice Management. Both have held senior positions at industry-leading organizations, including IONA, Software AG, iWay Software, Manugistics and British Telecom.

Gary Baverstock comments "This is a fantastic opportunity to bring a new type of integration platform into a UK market which is crying out for successful EAI and SOA initiatives. Companies in the UK are rightly focused on becoming more competitive and more flexible and see the potential business benefits of SOA. They are also still spending a disproportionate amount of time maintaining existing interface code or reinventing the wheel by developing new integration frameworks from scratch. The E2E Bridge provides an opportunity to realize the benefits of service reuse in a purely model-driven manner, in rapid timescales and with a much more acceptable total cost of ownership. I have been amazed to witness the product install in half an hour and to deliver tangible results in days; this compares very favorably with alternative approaches from larger vendors which require a much more substantial infrastructure investment and a significant amount of new skill acquisition. Also, although the technology is new to the

UK market it is proven in complex, business-critical environments and based on over 20 years of integration experience and Swiss precision engineering."

Shaun Conn notes "Having worked in IT for 20 years, and specifically in software integration for the last 10 years, I have been involved in many projects where the specifications and the deliverables don't tie up, and it's usually because the business guys talk about use cases, and the technical guys talk about things like deployment and components. When I first saw the E2E Bridge it was refreshing to discover a technology where the use cases are the base for the final runtime. I have never worked with a model execution tool before, and quite frankly, I didn't believe it was possible within a classic, heterogeneous enterprise software environment; I've worked with tools which offer code generation, but it has always caused significant challenges with documentation and reverse engineering, apart from a higher level skill set and experience which many developers don't have. With E2E's Model Driven Integration, there is no code to worry about, just the models – throughout the entire service lifecycle! Even the E2E Model Debugger uses UML models, so it is impossible to get the documentation, test cases and the runtime integration services out of step. E2E uses UML models as the graphical front-end to the E2E Bridge, and these models are industry standard UML. Unlike all other vendors with graphical toolkits, using the E2E Bridge doesn't tie a company to any specific technology. It also means that future changes can be made without having to learn about software. The documentation IS the code!"

### **Integration and migration enormously accelerated**

MDI speeds up integration and migration projects dramatically compared to conventional EAI and SOA approaches. At the same time the quality and maintainability of interface implementations is substantially increased. All integration services are completely modeled in the Unified Modeling Language (UML) – and directly executed as a model without any code generation. Integration tasks that up until now have taken months or even years and either contained numerous errors or failed completely, are now a thing of the past.

E2E is the first company to offer software for fully Model Driven Integration. It provides this unique approach through the world's first Enterprise Service Bus (ESB) that is implemented as a high performance UML virtual machine.

### **Notes to editors:**

Photographs of Serge Gansner, as well as Gary Baverstock and Shaun Conn can be downloaded from [www.E2EBridge.com/press](http://www.E2EBridge.com/press). A CV of Gary Baverstock is available at [www.E2EBridge.com/management](http://www.E2EBridge.com/management).

**About E2E:**

*The Swiss software company E2E Technologies Ltd. is the world's first company to offer fully Model Driven Integration (MDI). Its flagship product, the E2E Bridge, allows companies to maximize automation of the end-to-end process for IT systems integration, in order to facilitate flexible cross-departmental and multi-enterprise business processes. E2E's MDI approach requires no conventional programming, as all integration services are directly executed as a model. To enable this unique approach, E2E provides the industry's first Enterprise Service Bus (ESB) in form of a UML virtual machine.*

*By using the E2E Bridge, customers can implement integration projects economically, on time and on budget, transparently and in exceptionally high quality. System integrators, software manufacturers and providers of Software-as-a-Service (SaaS) use the E2E Bridge to offer products and services that can be more easily integrated into existing heterogeneous IT environments. The company was founded in 1996, is headquartered in Basel, and has offices in Boston, Dallas, London and Sydney.*

For further information, please visit [www.E2EBridge.com](http://www.E2EBridge.com)

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